

## OXFORDSHIRE WASTE PARTNERSHIP JOINT COMMITTEE

Minutes of a meeting of the Oxfordshire Waste Partnership Joint Committee held at Bodicote House, Bodicote, Banbury on Friday 25 May 2007 at 9.30am.

Present: Councillor Kieron Mallon (in the Chair) (CDC)

Councillors Roger Belson (OCC), Tony De Vere (VOWHDC), David Dodds (SODC), Jean Fooks (O City), Barry Norton (WODC).

Officers: Wayne Lewis (OWP Co-ordinator), Steve Bishop (VOWHDC), Sharon Cosgrove (O City), Fay Dashper (OCC), Ian Davies (CDC), Richard Dudding (OCC), Cath James (WODC), Claire Kingston (SODC), Diz Majores (CDC/OWP), Andrew Pau (OCC), Matt Prosser (SODC), Ed Potter (CDC), Steve Lodge (CDC).

### PART I: MATTERS NOT OF A CONFIDENTIAL NATURE

201	<b>MINUTES</b>	<b>ACTION BY</b>
	The Minutes of the meeting held on 30 March 2007 were confirmed as a correct record and signed by the Chairman.	
202	<b>APOLOGIES FOR ABSENCE AND NOTIFICATION OF DEPUTY MEMBERS</b>	
	Apologies for absence were received from Councillor David Harvey (WODC) and Phil Dunsdon (O City).	
	Councillor Barry Norton was in attendance as a deputy for Councillor David Harvey.	
203	<b>DECLARATION OF INTEREST</b>	
	There were no declarations of interest.	
204	<b>NATIONAL WASTE STRATEGY</b>	
	Wayne Lewis reported that the long awaited National Waste Strategy had been published the previous day and the Committee noted the release issued by DEFRA.	
	The report outlined the main issues which were of interest and relevance to Oxfordshire Waste Partnership in relation to:	
	(1) direct charging; (2) a possible ban on bio-degradable municipal waste to landfill; (3) recycling targets; (4) food waste; (5) waste prevention; (6) home composting; (7) landfill tax.	
	<b>RESOLVED</b>	
	(1) that the report be noted;	
	(2) that the Officer Strategy Group be tasked with providing a more	<b>OWP Strategy</b>

considered analysis on the implications of the new Waste Strategy.

**Group**

- (3) that the Oxfordshire Waste Partnership Strategy Group prepares a response to the DEFRA consultation on household incentives (direct charging) to be circulated to OWP Members and following feedback be submitted by the OWP Chairman by the published deadline on 16 August 2007.

**Chairman**

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## **CLEAN AND GREEN – PUBLIC PERCEPTION ON CLEANLINESS RESEARCH**

The Committee were reminded that at its meeting in January they had agreed to adopt the over-arching governance role for delivery of the Clean and Green stretch targets within the Local Area Agreement and that the Clean and Green Group would be disbanded. There was a potential reward grant of £1.4M payable on delivery of the agreed LAA Clean and Green stretch targets. 50% of this grant could be held for further work to deliver the targets of OWP.

The majority of the reward grant for Clean and Green stretch targets was focussed on the percentage of relevant land that was littered to a significant or heavy extent; £1.1M would be payable if local authorities achieved a 9% reduction in this measure over a 3 year period. The smaller sum of £280,000 reward grant had been set against an improvement in BVPI 89 which measured the proportion of people who expressed satisfaction with standards of cleanliness in their area. The Oxfordshire average for 2005/06 was 62.58% of respondents were satisfied with cleanliness and the target was then set to improve this measure by 7% over 3 years to 69.58%.

The Clean and Green Group recognised that to improve this measure it was vital to understand what underpinned public perception. Marketing Works had been commissioned to undertake market research into public perceptions of cleanliness in Oxfordshire to understand what drove satisfaction and what factors would quickly achieve an improvement of this measure.

On receiving the outcome of this research, the Clean and Green Group had anticipated conducting two further pieces of work; firstly a PR campaign to improve communications and secondly appointing a Project Officer within a budget to co-ordinate specific actions across the District that were likely to improve the Partnership's score.

At its last meeting the OWP had received a presentation and report on the ENCAMS research which recommended that the Partnership launch a PR campaign to improve public perception. The recommendations on improved communication made in this research now presented could provide the content for any future PR campaign.

It was felt that the recommendations made by Marketing Works on specific actions should be addressed by a combination of the Council's cleansing teams and support from a dedicated project co-ordinator.

The Committee then received a presentation from Marketing Works which set out:-

(1) the research objectives; (2) method and sample used for the research; (3) people's perception of cleanliness; (4) classifying uncleanliness; (5) findings in respect of what the public felt should be done in respect of enforcement, embarrassment and education; and (6) advertising campaign findings.

The conclusions of the presentation indicated:-

(1) that Oxfordshire residents were broadly content with their surroundings compared with other parts of UK; (2) that local authorities were seen to work hard to keep most areas clean although specific blackspots undermine positive perceptions; (3) the general public accepted responsibility for uncleanliness but blame was focussed on key groups; (4) that improvements could be made to cleanliness by the emptying of bins more often and making them more user friendly and by improving behaviour through education enforcement; and (5) the public's favoured advertisement campaign messages were hard hitting/shock value campaigns.

The Committee considered the presentation and expressed general satisfaction with the outcome of the findings and the public's perception of cleanliness of Oxfordshire.

#### **RESOLVED**

- (1) that Sally Warner be appointed Target Manager to undertake research to date and report back with an implementation plan to take this work forward;
- (2) that press coverage of the report be undertaken in June with further press coverage as implementation plans were announced.

**Sally Warner**

**Wayne Lewis**

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#### **NEW FINANCIAL ARRANGEMENTS**

The Committee considered a report on new financial arrangements and were reminded that at the last meeting they had agreed projected annual targets for the amount of residue waste that could be sent to landfill by each of the partner authorities from 2009 through to 2020.

Since the last meeting some further spreadsheet modelling had been undertaken. This applied indicative costs of meeting the agreed annual targets to each of the 5 waste collection authorities.

The costs to each WCA of meeting the agreed annual targets under the new financial arrangements were then compared with the cost of each WCA meeting the same targets under the existing statutory instrument (the recycling credits system).

Differing waste collection methods were also considered. For each of the three contracted out authorities; (South Oxfordshire, Vale of White Horse and West Oxfordshire), the costs of meeting the agreed annual targets using the two short listed collection systems within the Joint Municipal Waste Management Study were estimated. The two shortlisted options referred to as Options G and H were set out in table 1. For the two in-house services (Cherwell and Oxfordshire City) only

Option G was modelled as this best reflected the collection systems that had recently been introduced in these areas.

**Table 1**

Short listed collection system options:

<b>Waste Stream</b>	<b>Option G</b>	<b>Option H</b>
Residual waste	Fortnightly, wheeled bin	Fortnightly, wheeled bin
Dry recyclables	Fortnightly, commingled	Weekly, commingled
Kitchen waste	Fortnightly, wheeled bin, mixed with garden waste	Weekly, collected separately
Garden waste	Fortnightly, wheeled bin, mixed with kitchen waste	Fortnightly, collected separately and charged for

The results of the initial modelling were considered by the OWP Finance Working Party on 27 April when the main issues highlighted by the group were:-

- (1) compared to the statutory arrangement the Waste Collection Authorities faced a potential reduction income between 2009 and 2013 (assuming that the contracted out authorities employed Option H and the in-house services used Option G);
- (2) the current iteration appeared to promote Option G (which included a free collection of garden waste) over Option H (where garden waste was charged for); and
- (3) from 2013 costs to Oxfordshire County Council appeared to be excessive (due to the way that the introduction of waste treatment capacity in 2013 was handled by the model).

The Finance Working Group had concluded that further work should be undertaken to ensure that comprehensive modelling was undertaken of all applicable waste collection and disposal methods, the assumptions behind each of these and the modelling costs accruing. This work included:

- (1) validate the initial model findings;
- (2) model the effects of altering the penalty and reward payment levels for overall residue waste sent to landfill and for BMW sent to landfill (as allowed for within the financial principles within the OWP partnership agreement);
- (3) review the way the introduction of waste treatment capacity was dealt with by the model;
- (4) review the assumptions used by each Partner Authority when forecasting annual performance through to 2020; and
- (5) consider whole system costs by adding in Waste Disposal Authority costs such as landfill prices, LATS, penalties, etc.

Work was now underway to address these issues meaning that the model remained very much a work in progress.

A plan outlining the key tasks and reporting of deadlines for delivering the remainder of this project was presented. The exercise was targeted for completion in July 2007 in time for formal consideration by the OWP in August 2007. A contingency had been made to allow for slippage, which might result from feedback received from various officer groups involved in the development process (such as the Strategic Directors and Treasurers Groups). OWP was asked to support this potential extension to the agreed timescale to ensure that the model was of suitable quality and that the final recommendations were acceptable to all Partner Authorities. Further project slippage beyond November 2007 would mean that new financial arrangements could not be included within the medium term financial plans of the Partnership Authorities.

Cllr De Vere reiterated that partner authorities were proceeding with the new arrangements subject to affordability. Cllr Norton reminded the meeting that the final arrangements should be presented to Leaders for consideration. R Dudding stated that simplicity was key to the new arrangements.

It was suggested that the meeting of the Committee due to be held on 31 August 2007 should specifically be held for the consideration of the new financial arrangements and that a special meeting of the Committee be held in September 2007 to deal with other matters relating to the Oxfordshire Waste Partnership Joint Committee.

**New financial arrangements**

## **RESOLVED**

- (1) that the report be noted;
- (2) that the project plan attached at Appendix 1 be approved; and
- (3) that the meeting of the Committee scheduled to be held on 31 August 2007 be held specifically for consideration of the new financial arrangements and an additional meeting be held in September 2007 to deal with other matters for consideration by the Oxfordshire Waste Partnership.

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## **NEW INITIATIVES FUND**

The Committee was reminded that at the last meeting held on 30 March 2007 they had agreed to develop an allocation process for the new initiatives fund that was based on the submission of a standard proforma to the Officers Strategy Group (OSG). OSG would then make a recommendation to the OWP on whether 'bids' should be supported.

A list of criteria against which bids could be assessed was also agreed by the OWP at the meeting and ensured that bids supported the policies of the Joint Municipal Waste Management Strategy and complied with the principles set out within the OWP Partnership Agreement.

Application forms, together with an evaluation procedure had now been developed by the OSG and would form an application pack (with clear guidelines) for bidders. The Committee noted the assessment process

which had been agreed for the consideration of bids. These would ultimately be referred to the OWP recommending either approval or rejection.

Oxfordshire County Council who acted as Accounting Authority for the OWP were developing accounting systems for the group.

The Committee noted that £537,771 would be available for the New Initiative Fund in 2007/2008. Half of this (£268,885) was capital and half revenue). A further £537,771 would be paid into the New Initiative Fund in 2008/09 with a capital/revenue split maintained.

**RESOLVED** that the New Initiative Fund opens for bidding on 15 June 2007.

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### **WILD WASTE SHOW FUNDING REQUEST**

The Committee considered a report which requested further support and funding from Oxfordshire Waste Partnership for the 'Wild Waste Show'.

The Committee considered a report on the achievements and performance against key performance indicators which was given in the 'Wild Waste Show' year end report.

The OWP has part or fully financially funded the 'Wild Waste Show' (WWS) for the past four years. In 2006/07 £123,000 was provided so the project could continue and expand.

The Wild Waste Project now covered primary and secondary schools, ensuring that Local Authority recycling and waste reduction Officers did not have to focus their attentions in educational establishments.

**RESOLVED** that:

- (1) the Oxfordshire Waste Partnership note the evidence given in the 'Wild Waste Show' year end report;
- (2) the Oxfordshire Waste Partnership agree in principle two year funding of the 'Wild Waste Show' at the following levels subject to OWP budget approval:-
  - (i) the provision of £126,832 of funding for 2008/09; and
  - (ii) the provision of £127,641 of funding for 2009/10.

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### **BRANDING AND COMMUNICATIONS**

The Committee were reminded that at the last meeting they had selected a favoured logo design for further development into a brand. They had also agreed that a communications plan show be developed.

The logo design work was now complete and an identity guide had been drafted. This guide provided information (primarily to designers and printers) on how the OWP logo could be used. A copy would be distributed to the Waste Management and Communications/PR Offices

**Wayne Lewis**

at each Partner Authority.

Document templates were now being finalised so that the OWP brand could be used on letterheads, fax headers, business cards, websites and Powerpoint presentations, etc. Although primarily intended for use by the OWP Co-ordinator and Chairman, templates and stationery could be distributed to other OWP Members and Officers as required.

A small project team had been commissioned to develop the Communications Plan. It was envisaged that a draft Communications Plan would be presented for approval to the September 2007 meeting of the OWP.

Councillor Belson stated his support for the setting up of an OWP website which he felt should be undertaken at the earliest opportunity.

**Wayne Lewis**

**Wayne Lewis**

### **RESOLVED**

- (1) that the report be noted; and
- (2) that the Committee agree to the setting up of an OWP website.

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### **INTRODUCTION TO WEEE REGULATIONS 2006**

The Committee considered a report on the Waste Electrical and Electronic Equipment (WEEE) Regulations 2006 which set out obligations for producers and distributors of electrical and electronic equipment and were due to come into effect on 1 July 2007.

Local authorities had no direct legal obligations under the WEEE Regulations however the Regulations had implications if a local authority received household WEEE deposits by residents at a waste recycle centre or waste transfer station or collected bulky waste from residents.

The Government was keen for local authorities to play their part in the separate collection of WEEE.

Oxfordshire County Council had recently registered all 8 of its waste recycling centres as designated collection facilities. This enabled the County Council to choose a producer compliant scheme to work with, to ensure that any household WEEE taken to the recycling centres was collected free of charge under the distributor take back scheme.

This service would work with retailers in-house take back scheme and ensure that Oxfordshire's residents were able to separate and dispose of their WEEE, leading to its recycling/recovery.

Oxfordshire County Council anticipated collecting WEEE in five separate material streams at each of its recycling centres. These were:-

- (1) WEEE containing ozone depleting substances (fridges and freezers);
- (2) WEEE containing cathode ray tubes (computer monitors and televisions);

- (3) fluorescent tubes;
- (4) large household appliances;
- (5) small household appliances.

County Council Officers were working towards an implementation date of 1 July 2007 in line with the date that the Regulations commenced in the UK.

Under the Hazardous Waste Regulations 2005 hazardous WEEE had to be separately collected for recycling/recovery.

At present, each of the Oxfordshire's District Councils separately collected fridges, freezers, TVs and monitors as part of their bulk household waste and these items were then taken to one of OCC's recollection centres.

### **RESOLVED**

- (1) that OWP Members note the report;
- (2) that OWP Members use this further information on the WEEE Regulations available from the sources below if necessary:

Department of Trade and Industry  
[www.dti.gov.uk/innovation/sustainability](http://www.dti.gov.uk/innovation/sustainability)

The Environment Agency  
[www.environment-agency.gov.uk](http://www.environment-agency.gov.uk)

Valpak  
[www.valpak.co.uk](http://www.valpak.co.uk)

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### **LOCAL AREA AGREEMENT TARGETS**

OWP had now taken on democratic control of two environmental targets within the Local Area Agreement, Clean and Green and Recycling.

The Clean and Green stretch target was an improvement on the BVPI's which measured cleanliness covering litter standards, graffiti, fly posting and an increase in enforcement actions.

One of the specific targets was to reduce by 9% the proportion of relevant land and highways assessed as having combined deposits of litter and detritus falling below acceptable standards (BVPI 199a) from 2004/5 data the Oxfordshire average was 20%. Therefore, the Oxfordshire Council's collectively wished to achieve a figure of no more than 11% against BVPI 199a by the end of the financial year 2008/9.

The Committee noted the performance of individual District Councils for BVPI 199a 2006/07 which gave an average of 12.2% across the County.

BVPI 89 measured the percentage of people satisfied with cleanliness standards in their area and a target had been set to increase from 2003/04 across the County of 62.6% to 69.58% in 2008/09. The

Committee noted that the BVPI 89 survey was carried out every 3 years and that the results of individual Districts in the 2006/07 survey gave an average of 71.4 throughout the County.

In respect of recycling two stretch targets had been agreed. The first was to increase recycling and composting County-wide to 38% in 2008/09 and to recycle 4,875 extra tonnes of non bio-degradable waste accumulatively from 2006/07 to 2008/09 inclusive.

Draft performance figures for 2006/07 showed that a Countywide recycling and composting rate of 38.5% had been achieved. Performance in recycling non bio-degradable waste was also strong with draft figures showing that over 6,000 extra tonnes of non bio-degradable waste had already been recycled.

The second target was that 60 businesses achieved 60% recycling rate by employers and businesses taking part in a programme of awareness raising and support directed at those organisations and businesses had been identified as willing to be engaged in resource efficiency.

300 Oxfordshire businesses had received waste audits in 2006/07 and these indicated that business could recycle 53% of waste that they were not recycling already.

Audits would continue in 2007/08 with 400 planned and a contractor had been re-appointed to continue this programme of work. The evaluation phase would also begin in 2007/08 and some initial evaluation had already been undertaken. This showed that of the businesses audited 33% had begun or completed their recommendations within one month with a further 33% intending to implement their recommendations.

The Committee noted that the Commercial Waste Reduction Programme had received considerable media coverage.

Business had received advice that could help them save a combined total of £613,687 and would help them divert a combined total of 4,037 tonnes of waste from landfill, potentially reducing CO2 emissions by over 10,000 tonnes.

The Chairman stated that the Local Area Agreement targets were very encouraging but warned against complacency.

**RESOLVED** that the performance against targets be noted.

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## **WASTE TREATMENT PROJECT UPDATE**

The Committee considered the latest position on the Waste Treatment Project and noted that the official notice for the Waste Treatment Contract had been despatched to the Official Journal of the European Union on 30 March and marked the start of the formal tendering process.

An industrial day had been held on 23 April 2007 at the Said Business School in Oxford to help generate a market interest in the contract. This was well attended by a wide range of over 50 waste management and technology companies and the Chairman of the OWP and Wayne Lewis had given presentations which had been well received.

The Committee noted that the closing date for pre-qualification questionnaires was 14 May. A process of evaluation was now being undertaken and it was proposed that approximately 9 companies would be invited to submit outline solutions (ISOS) in July.

The Project Team were continuing to develop work on the allocation of risks for the contract, the output specification, and evaluation criteria.

Work on waste food process had been slower than anticipated because of the resources needed to support the residual waste treatment contract. The project continued to be supported by technical advisors, Entec.

The Committee were reminded that a timetable of procurement was previously presented to the OWP and indicated that a facility would be provided in April 2009.

The planning process formed a considerable part of the delivery of the timetable. If a contractor with existing or advanced planning won the tendering process then the time to deliver a facility could be reduced, although the County Council could not guarantee this would be the case. Other options were being investigated in the short term and two companies had been identified that could deliver short term food waste processing within a reasonable delivery distance of Oxfordshire. These were at an advanced stage in their delivery process but the facilities had not been built yet and were unlikely to be delivered before April 2008.

I Davies stated that a possible pilot food waste scheme was being considered within Cherwell and it was hoped to introduce this as soon as possible.

**RESOLVED** that the Committee note the progress made on the procurement of residual waste treatment.

## 213 **WASTE COLLECTION JOINT PROCUREMENT PROJECT**

The Committee considered a report on the Waste Collection Joint Procurement Project and were updated on project management, scenario modelling, discussions with the South East Centre for Excellence, waste industry developments, and the County Waste Treatment Board.

**RESOLVED** that the report be noted.

## 214 **RECYCLING FOR OXFORDSHIRE UPDATE**

The Committee were reminded that the Oxfordshire Waste Partnership had been awarded a total of £435,719 from the Waste and Resources Action Programme (WRAP) to embark on an 18 month recycling campaign to raise awareness and increased participation in recycling schemes across the County. The project had started in October 2006 and would run until March 2008. The main objectives were to increase the amount of material recycled, decrease the amount sent to landfill and to help ensure Oxfordshire met the Governments recycling targets.

The Committee received a presentation which referred to a series of projects all designed to increase awareness of and participation in Oxfordshire's recycling scheme. The main projects were new resident packs, collection calendars, recycling container stickers, leaflets for specific hard to reach groups and the organisation of outdoor events and promotions. There were also outdoor advertising in the form of billboards, buses and taxi livery. Thorough monitoring and evaluation would take place at the beginning and the end of the project to assess the impact and progress made.

The main activity over the next two months would be a "door stepping" project. As agreed by the terms of the funding, the campaign would carry out a door stepping project to reach a total of 20,000 households per District. The purpose was to give residents an opportunity to have any queries answered, to ensure that they had all the necessary information and materials needed to participate in their kerbside scheme, and to generally promote the recycling message. A team of surveyors would talk to residents about any concerns, take orders for recycling containers and give away printing materials or merchandise if the District Councils have requested it. The surveyors would receive training specific to Oxfordshire's various kerbside schemes and would follow the Market Research Society's code of conduct when dealing with the general public. The District Council's involvement would be deciding which households to survey, providing a list of frequently asked questions and answers, providing any printing material to give to residents and ensuring that those who ordered recycling containers receive them. The door stepping project would be managed centrally with project partners receiving weekly updates.

**RESOLVED** that the report be noted.

215            **DATES OF FUTURE MEETINGS**

The Committee were reminded of the dates of future meetings and that an additional meeting was likely to be held in September this year.

216            **FAY DASHPER**

The Committee noted that this was to be the last meeting to be attended by Fay Dashper. On behalf of the Committee the Chairman thanked her for the work she had undertaken on behalf of Oxfordshire Waste Partnership and wished her every success for the future.

217            **END OF MEETING**

The meeting ended at 10.55 am.